

Visit Grand Junction
Advisory Board of Directors Meeting
April 12, 2022, 3 pm – 5 pm

The meeting was held at the Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO.

Presiding: Joe Burtard

Visit Grand Junction Board Members Present: Tammy Anderson, Paul Petersen, Paula Skrzypczak, Brenda Greene, Kelsey Coleman, Pat Nichols-Perrin

Absent: Elizabeth Fortushniak, Mikhail Blosser

Grand Junction City Council Member Present: Councilmember Phil Pe'a

City of Grand Junction Staff Present: Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

The meeting was called to order at 3:02 p.m. by Board Chair, Joe Burtard.

Minutes from the March 8, 2022, meeting: Tammy Anderson motioned to approve the minutes as written; Paul Petersen seconded. Motion passed.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. From the 4.25% lodging tax collections that Visit GJ received (short-term rental lodging tax revenue is collected quarterly), January 2022's business was a factor of 44.2% higher compared to January 2021's and February 2022's business was 42.5% higher compared to February 2021's business (adjusted for late and missing payments). For a more accurate comparison, January 2022's business was 14.5% higher than January 2020's business and February 2022's business was 15.7% higher than February 2020's business (pre-pandemic). Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for February 2022 was 52.8%, ADR was \$86.29, and RevPAR was \$45.60.

Other updates Elizabeth shared included:

- The Grand Junction City Council approved allocating a total of \$1,387,130 in American Rescue Plan Act funds from the federal government, which are meant to replace lost lodging tax revenue during the COVID-19 pandemic. Of the total amount, Visit Grand Junction will receive \$976,661, the Grand Junction Regional Air Service Alliance will receive \$234,544, and the Greater Grand Junction Sports Commission will receive \$175,925. Visit GJ proposed investing their funding toward a co-op for tourism businesses through the Destination Travel Network partnership that already exists with Visit GJ and area tourism businesses.
- The Grand Junction City Council will consider the Resolution to adopt the Grand Junction Area Tourism Membership Program on April 20, 2022. Elizabeth invited the Visit GJ Advisory Board members to attend the council meeting.
- Discussion of Colorado HB22-1117, which allows consideration for county lodging tax and local marketing districts to use funding for other purposes outside of destination marketing including housing. This bill does not apply to Visit Grand Junction, as the ballot passed funding Visit GJ does not fall under either scenario designated in HB22-1117.

Community Updates and Q&A

Dr. Nathan Perry, Associate Professor of Economics at Colorado Mesa University, provided an update on the ongoing Economic Impact of Outdoor Recreation in Mesa County study. Visit GJ has initiated a national survey that will provide consumer data from guests who have visited the Grand Junction area. One of the defining factors of the study is the economic impact of recreation in nature exclusively, compared to other studies that define outdoor recreation as all outdoor activities, including recreating in parks, zoos, racetracks, and amphitheaters. When completed, the study will include all economic activity from businesses surveyed that buy, sell, create, or engage in outdoor recreation business to determine the gross domestic product in Mesa County. Compared to other studies, the methodology will eliminate double counting from all data sources, resulting in a more accurate representation of the economic impact of outdoor recreation in Mesa County.

Dr. Perry also shared 2022 economic projections for Mesa County in the areas of standard of living, employment and wages, real estate, population forecasts, and national economic challenges.

Elizabeth Fogarty thanked Dr. Perry for sharing the latest updates with the Visit GJ Advisory Board and partnering with Visit GJ on the Economic Impact of Outdoor Recreation in Mesa County study. She also invited Dr. Perry to attend a future Visit GJ Advisory Board meeting to share the report results.

There being no further business, Paul Petersen motioned to adjourn; Tammy Anderson seconded. Motion passed.

The meeting adjourned at 5:01 p.m.